Athens Games Festival 18

20 - 21 October 2018

Helexpo - Maroussi



Organized by

HELLENIC REPUBLIC
Ministry of Digital Policy,
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#AGF2018

AGF PEOPLE'S CHOICE AWARD 18



Don't forget to grab your voting card
at the entrance of AGF18!

Fantastic Booths & Where to Find Them



Athens Games Festival is the first international game business conference in Greece

It is organized by the Secretariat General for Media and Communication of the Hellenic Ministry of Digital Policy, Telecommunications and Media, in partnership with key industry organisations such as White Night Conference and Nordic Game.

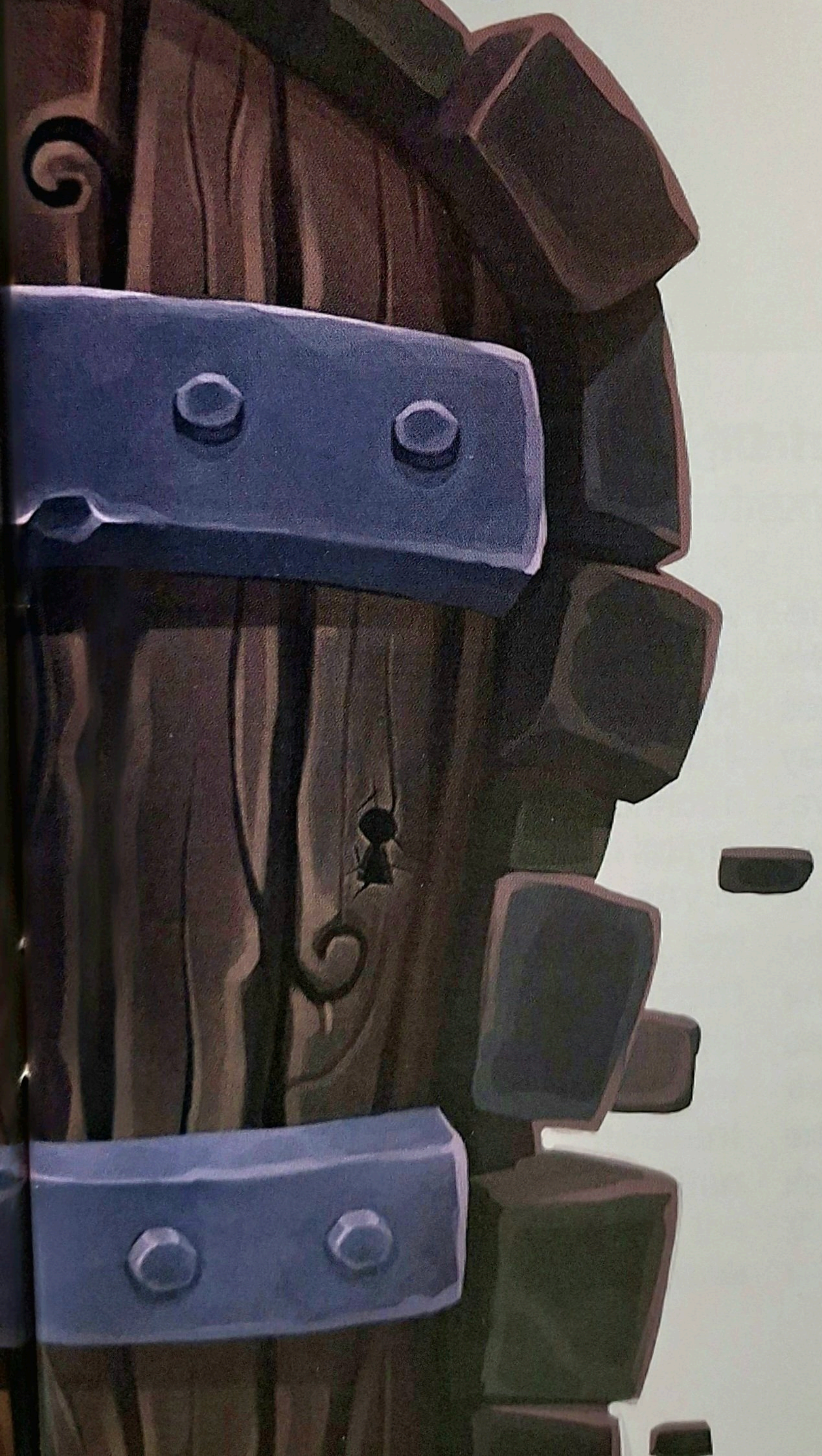
Unfolding over two days (October 20-21) at the Helexpo Exhibition Centre in Athens, AGF'18 brings together video game developers from all backgrounds with Greek and international game developers, offering them a chance to showcase their projects, locate partnering opportunities, attract funding and share their own digital story.

Now in its second edition, the Festival expands its scope by launching its brand new Board Game section.

Also, this year, and for the first time, it will feature two alleys dedicated to Virtual Reality and educational games.

Take the weekend off to immerse in the world of games during a fresh and dynamic festival in one of the most culturally diverse and beautiful European cities. Discover the best of indie gaming, draw inspiration for your own prospective project, meet with local and international investors and publishers, attend talks and workshops led by leading industry players and playtest exciting new games.





AGF'18 is thematically centred around medieval castles, dungeons and the mythical creatures that usually inhabit them. Get lost in the Festival's digital labyrinths, but better beware - if you take the wrong turn you might find yourself facing the raging minotaur Asterion!

On top of everything else, this year we are introducing AGF People's Choice Award! Go wild and play all the nominated games, but don't get too dazed from all the fun as you must take some time to vote for your favorite one!

AGF'18 is powered by EKOME, the National Centre of Audiovisual Media and Communication that supports the audiovisual sector by implementing Greece's cash rebate scheme, preserves the country's audiovisual heritage and promotes digital education.

Supported by the European Commission



Nikos Pappas | **Minister of Digital Policy Telecommunications and Media**

The Ministry of Digital Policy, Telecommunications and Media for the second consecutive year organises Athens Games Festival - a two-day event where game meets innovation with an entrepreneurial focus.

The action is a result of our intensive efforts to support the audiovisual sector in Greece, as part of our National Digital Strategy 2016-2021 for enhancing the growth prospects of the Greek market and society.

AGF'18 affects the ensemble of our country's creative economy: New Developers come up with New Ideas though the use of New Technologies, opening our creative digital industry to New Markets.

We are ready to welcome all of them and showcase their projects. The Festival is solid proof that Athens is steadily being transformed into a dynamic international innovation hub.



Lefteris Kretsos | **Deputy Minister of Digital Policy Telecommunications and Media**

The second edition of Athens Games Festival, Greece's first B2B event for video game culture, is a major milestone for the Greek gaming community. Two years ago, when we initiated our plans to boost the local gaming industry in terms of international visibility and financial support, we considered as a top level priority the establishment of a major event of international magnitude. Two years later, Athens Games Festival (AGF) is much more than an event. It is the main meeting point for the Greek gaming community.

A place where professional game developers can get in touch with financiers, publishers and experts covering all relative fields.

AGF and the new supportive financial incentives for the audiovisual sector in Greece (cash rebate scheme 35%-no cap) regarding digital games are both elements of a 'spicy' mix of policies we use to boost the local industry.

A bright future lies ahead for the Greek video game industry, for that we are certain.

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11.30 - 11.45 | **Nikos Pappas,** Minister of Digital Policy Telecommunications and Media - Opening Speech

11.45 - 12.00 | **Lefteris Kretsos,** Deputy Minister of Digital Policy Telecommunications and Media - Opening Speech

12:00 - 14:00 | **Michael Liebe,** CEO - **BoosterSpace** **with:**
V. Bagiartakis, Lead Game Designer &
K. Pananas, Marketing and Sales Manager **- Artipia Games**
A. Grigoriadis, Boardgames product manager **- Vesuvius Media**

Kickstarter: Tips & Tricks, Do's & Don'ts

Some stats, some insights, 2 case studies and lots of Q&A's Kickstarter is by far the biggest crowdfunding platform for games in the world. In this presentation we will discuss selected how-do's and don'ts for a successful Kickstarter campaign. We will also provide some fresh stats on Greece and Europe

14:00 - 15:00 | Break

15:00 - 15:30 | **Alessandro Canossa,** Sr. Game User Researcher | **Ahmad Azadvar,** User Research Specialist **- Ubisoft**

Social Contagion: the Impact of Social Players on the Community of Tom Clancy's The Division

In a wide range of social networks, people's behavior is influenced by social contagion: we do what our network does. We investigated the network generated by players interacting with each other in the game Tom Clancy's The Division. First we identified particularly influential individuals, then we evaluated their playing motivations and in-game behavior and finally we assessed whether they have an outsize impact on their communities, particularly on playtime and on the share of in-game group play. Using a blend of methods from Social Network Analysis, Inferential Statistics and Machine Learning we were able to prove that the tenets of social contagion hold true also in game communities.

15:30 - 16:00 | **Harry Krueger,** Game Director **- HouseMarque**

The Arcade Spirit - A Nex Machina Retrospective

A year after its release, Game Director Harry Krueger reflects on the unique development of Nex Machina: how the project started as a modern love letter to the arcade, what it was like to collaborate with arcade legend and inspiration Eugene Jarvis, and what challenges and lessons the team faced as they set out to create a modern arcade classic. The presentation will also explore the creative philosophy behind the game, and dive into some of the key design decisions that shaped Housemarque's most critically acclaimed title to date.

16:00 - 16:30 | Alexander Lukin, Product Manager - **AppMetrica**

Building Individual Player Profiles

Mr Lukin will show how to design profile attributes that will tell you about the individual characteristics of a particular player (gender, completed levels, purchased artifacts, time in the game, average score, etc.). Then go to analytics! You'll see how to take advantage of User Profiles Report & List to get new intuitive lifetime metrics in your everyday analytics check-up and study user experience like you know each gamer personally.

16:30 - 17:00 | Matt Binkowski, Head of Content - **Artifex Mundi**

If You Want to Make Money With your Game, Here's What You Need to Know

Most people want to rush into making the game - this is the cool part and everybody knows how to make a game. But if you're in this for business, if you want to make money, you first need to understand WHAT game to make. In this talk I'd like to share what I've learned about how to properly prepare vision for your game and how to use market research to see if it has a chance to succeed.

17:00 - 17:30 | Jumpei Oki, Community Manager - **Supercell**

Fireside chat run by Julia Lebedeva, VP of Business Development at Nevosoft.

Jumpei Oki is a veteran in the game industry with over 11 years of experience. He started as B2C Manager at Gameloft Japan in 2007 helping to sell pay per download games on various carriers in Japan. After Gameloft Jumpei worked as Community Manager for Playfish (Electronic Arts), building communities for games such as FIFA World Class Soccer & Restaurant City for the Japanese market. He joined Supercell in 2013 to launch Clash of Clans and Hay Day in Japan. Currently Jumpei works with the Clash of Clans team in Helsinki. The chat will be focused on engaging and building the Japanese community.

17:30 - 18:00 | Mike Hines, Developer Evangelist - **Amazon**

The Appeal of Competition in Non-Core Games

Most of us recognize that the competitive nature of core games generates a significant amount of player engagement and retention. What you may not know is that mobile games, even casual mobile games can generate engagement and retention similar to core games. In this presentation, we'll look at how both directly competitive and indirectly competitive games can offer competitive experiences, and we'll examine how two casual mobile games attract and retain users with very different implementations of competitions.

18:00 - 19:00 | Nordic Game Discovery Contest - Season III

An exciting, competitive challenge where selected game projects are showcased live in pitch competitions for the second time @ Athens Games Festival.

12:00 - 12:30 | Alessandro Canossa, Sr. Game User Researcher | **Ahmad Azadvar,** User Research Specialist - **Ubisoft**

Psychological Makeup of an Elite Agent; a Longitudinal Study

In our conquest to understand what makes us play, we created a proprietary psycho-social mapping tool in order to ultimately predict their impact on key variables of gameplay. Using a blend of methods from Social Network Analysis, Inferential Statistics and Machine Learning we were able to connect psychological profiles of Tom Clancy's The Division players, to their in-game behavior and infer significant characteristics of top performers of our main KPIs, the Elite agents. This talk will discuss key leanings of this study with a glance at the impact of social contagion and alternative player profiling methods."

12:30 - 13:30 | Roberto Demuru, Gaming Partnerships Manager - **Google**

Does Machine Learning Really Work for Advertising?

The games industry is becoming more sophisticated as technology, players and community participation diversifies. As a result, marketers are tasked with finding better ways to engage high-value users. With 10+ years of machine learning tech, Google is driving innovation in growth and monetization. Learn how to use machine learning for Advertising.

13:30 - 14:00 | Vladimir Tomko, Founder & CEO - **We Can Games / Blockchain Cuties**

Current State of Cryptogames Market

Games on blockchain is a young market built around cryptocurrencies that's only 10 months old. It's promising, unorthodox, fast growing and is still considered to be a "blue ocean". This session will cover the current state of the market, existing trends, issues and future opportunities. Author will also share personal experience of launching and operating a cryptogame title Blockchain Cuties – Top 3 game according to DappRadar.

14:00 - 15:00 | Break

15:00 - 15:30 | Keren Berger, Publishing Business Development Manager - **TabTale**

How We Grew Run Sausage Run Game to 50m Downloads

The session will show how "Run Sausage Run" climbed to the #1 top charts in both the Apple Store & Google Play and how it was able to stay there for a long time. The company will share data and insights on how the team approached for Hyper Casual studio, talk about the lessons learned and demonstrate some of its processes for creating great games.

15:30 - 16:00 | Mayu Polo Wieja, Head of Game Design - **Spil Games**

What's the Story? - Challenges & Opportunities in Story-driven Games

Free-to-play used to shy away from story driven games because by definiton, stories have an end, while free-to-play games should be playable for ever. However recent successes with free-to-play story-based games on mobile have shown that there are plenty of opportunities but also many challenges. At Spil we have embraced story for our games and I will share some of our most interesting findings when it comes to mixing free-to-play game and narrative game design.

16:00 - 16:30 | Stephen Lee, Head Of Business Development - **DECA Games**

Legendary Live Operations

Live Operations has become an increasingly important aspect of gaming that not enough developers are paying attention to. But what exactly should developers be paying attention to? In this session, we'll share how we were able to grow a game's user base and revenue years after launch by focusing on Live Ops.

16:30 - 17:00 | Break

17:00 - 17:30 | Chris Hamilton, Board Member **- IGDA**

How to Use Game Developer Communities to Break into the Industry

Chris Hamilton will have a fireside chat with Julia Lebedeva and Elina Roinioti to discuss developer communities around the world.

17:30 - 18:00 | Kari Koivistoinen, Senior Producer **- MachineGames**

What I Learned When I Quit My Dream Job and Founded a VR Company

Kari Koivistoinen is a veteran in the game industry with over 19 years of experience. Back in the day his big dream was to work at Remedy as Producer. Finally, he got the job, but after Alan Wake and Quantum Break he quit and founded 3rd Eye Studios. Why? What did he learn?

13:00 - 13:45 | **Stefano Gualeni,** philosopher, videogame designer
Gamephilosophy: BIG TROUBLE in Little Cities

Coordinator: Antonios Liapis, Lecturer, Institute of Digital Games, University of Malta

Videogame worlds as playspaces built with technologies of control and quantification. How their means-ends rationality pervades the way they are made, understood, and valued as social objects? Focus will be given on 'simulation videogames' and 'turn-based-strategy videogames', on (latent) ideologies that underpin videogame franchises such as SimCity, The Sims, and Civilization.

14:00 - 14:45 | **Konstantinos Dimopoulos,** Game Urbanist, Designer
Building Believable Utopias and Interactive Dystopias
After a brief introduction to game urbanism, and the concept of game cities itself, this lecture will focus on contemporary urban utopias and dystopias, the different ways art has approached them, and gaming's unique perspective in this discourse.

16:00 - 17:00 | **Organized by Asifa Hellas**
Panel Discussion: Animation Careers in Games Industry

Coordinator: Panagiotis Kyriakoulakos (Lecturer in Computer Animation, University of the Aegean)

How do Animation Professionals find their way through the Games Industry realm? Designers, Directors or Producers, Animation Professionals play a crucial role in the development, implementation and market access in many Digital Games. ASIFA Hellas invites Greek Animators to share their experience with Games during an open 1 hour long discussion panel.

17:00 - 17:45 | **Renia Papathanasiou** (VR developer, co-founder and Managing Director of ViRA Company, GR.) **Vasiliki Tsiftsian** (lead artist, co-founder of Happyland Entertainment, GR.) , **Ana Toledo** (Chief operating officer, Full XP, FN.)
Panel discussion: Women in the game industry

Coordinator: Eleana Pandia (Phd candidate, media psychologist, GameLab Panteion)

The game industry is considered to be a "man's world" . But recent data show that the gender distribution of game developers worldwide is 21% women and 74% male. And this number doesn't even take into account women in other sectors like art, game production or management. In this context, we are holding a panel discussion with three women working in games, sharing their experience and views.

12:00 - 12:45 | **Michael Liebe,** CEO and founder of **Booster Space**

The rules are the message

The computer games is the leading medium of the 21st century. It comes with unique modes of communication. The core thesis of this presentation is that we need to take the rules as centerpiece of analysis and interpretation on how computer games transmit messages.

13:30 - 14:30 | **Maria Aloupi** (composer, games producer and CEO of beyondthosehills, GR),
Theo O'Neill Linakis (sound designer, sound engineer at Power Media Productions, GR),
Alex Koxaras (Lead programmer, sound designer at Origins of Audio, GR)

Panel Discussion: Game Audio

Coordination: Panagiotis Kouvelis (Founder & Chief Architect at SoundFellas Immersive Audio Labs)

In games, sound reinforces storytelling and emotions. It can compensate for stimuli that interfaces missing, like smell, touch or vertigo. It can make a complex level easy to understand or create horror in an otherwise casual scene. Connecting sound and game data, can boost the perceived quality of a game. In this panel, we will discuss various aspects of game audio, such as education and career, technologies, music, effects and dialog, psychoacoustics, sonification, cross-platform mastering and mixed reality.

15:00 - 16:30 | **Yannis Skarpelos** (Associate Professor of visual culture, Panteion University, GR), **Kostas Karpouzis** (Research Director, Institute of Communication and Computer Systems (ICCS) of the National Technical University of Athens, GR), **Spyros Vosinakis** (Associate Professor, University of the Aegean, GR)

with the intervention of two academic guests:
Tsahi Liberman (Tiltan College), **Georgios Yannakakis** (Institute of Digital Games, Malta)

Round table: Evaluating the Game Development educational Program
The General Secretariat for Media and Communication of the Ministry of Digital Policy, Telecommunications and Media along with the General Secretariat for the Youth of the Ministry of Education and Religious Affairs and public universities, run an open to youth educational program on game development.



GAME FINANCING FORUM

Saturday, 20th October 2018

(Organized by Nordic Game).

@ Workshop area | Registration is needed

A forum about Game entrepreneurs who need a full, detailed overview of financing models and sources, as well as a clear understanding of what comes with each, in order to eventually be able to attract and choose the best financing model at every stage.

12.00 - 12.30 | Session 1 | P. Kouanis, President & CEO - EKOME S.A.
G. Moschovis, Deputy Head of the **European Commission's** Representation in Greece
A. Georgakakis, President and CEO - **ETEAN S.A.**

Subsidies, soft loans, tax rebates etc

National and/or European representatives for cultural, innovation, and R&D funding for games – financing sources that does not require any or full repayment in every case.

12.30 - 13.00 | Session 2 | Pieter van der Pijl, Managing Partner - **InFinCapital**

Bank loans, advances for user acquisition

How to make your company eligible for different lending opportunities and where to apply for them.

13.00 - 13.45 | Session 3 | Timo Ylikangas (VC), Ambassador of **Kavio Cluster** / Gaming Industry Specialist at **Kainuun Etu Oy**
vs Guillaume Lautour (PF), Managing Partner - **Level-Up**

Equity investments (vs Project financing)

Active discussion between Venture Capitalist investment vs Project Financing. Pros, cons and the different nature of both camps.

13.45 - 14.45 | Panel Discussion
(with guest speaker **Andrea Chifu - Rawfury**)

Moderator: Erik Robertson

All previous speakers engage in a panel, discussing strategies for given hypothetical cases, as well as for real-world scenarios from game developer audience.

14.45 - 15.15 | Break

15.15 ~ 18.00 | Speed Meetings

GAC

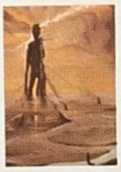
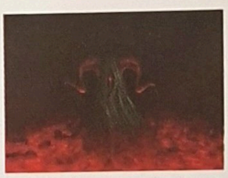
Game Art Collection











Game Art Collection

Co-organised by SAE Creative Media College (member of the SAE Creative Media Institute)

The Age of the Dragon has returned, and it has brought along this year's Game Art Collection!

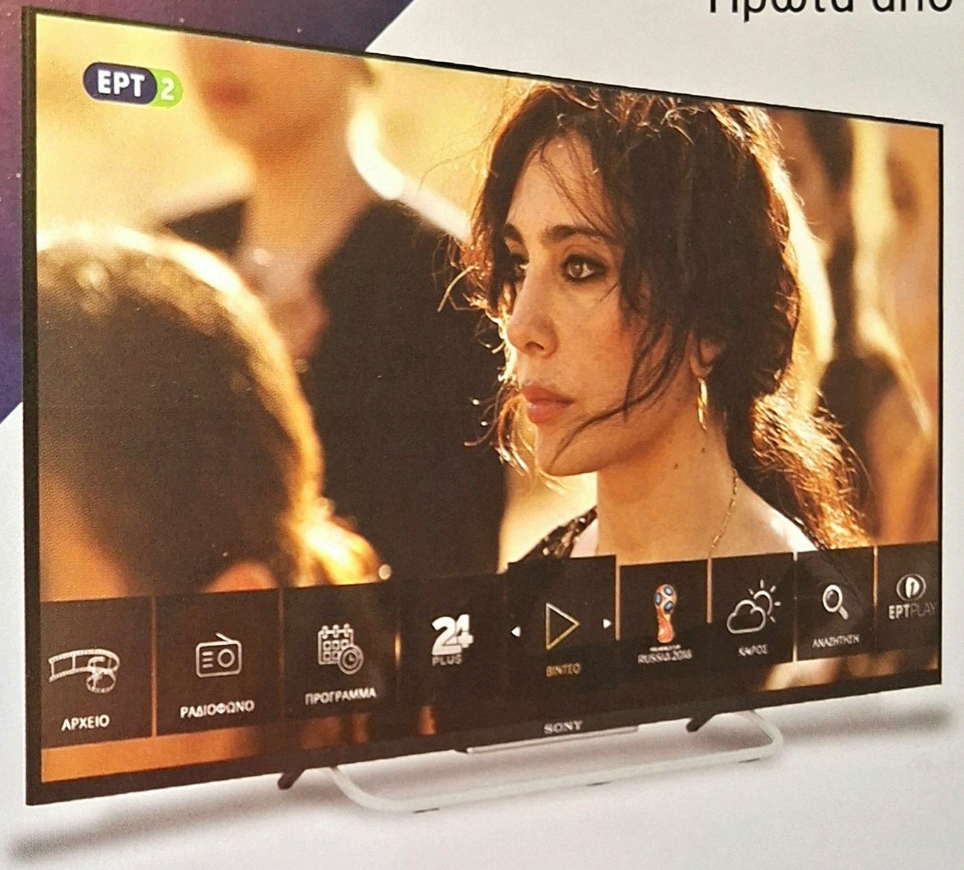
Now in its third edition, GAC features original 2D and 3D game art projects from Greek artists. This year's theme is truly epic: dungeons and medieval castles - and all the mythical creatures that inhabit them!

Drawing inspiration from classic games like Diablo, Path of Exile, Baldur's Gate or Arcana, the artists create their own game environment and characters, from worlds beyond fantasy.

The Game Art Collection is a solid reminder to all of us that, at the end of it all, creativity and imagination, when used right, are enough to take the gaming experience to a whole new level.

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Everyone loves board games. They are the epitome of game culture, combining the good old-fashioned thrill of playing a game in order to win, with innovative design and interactive fun. And they can surely be just as addictive as video games!

So this year, and for the first time, we are launching a parallel cardboard game section. Make sure not to miss the Board Game area, along the main Expo, where independent board game developers and non-digital game design companies will be exhibiting their projects, inviting the attendees to playtest them. Take a short break from the digital extravaganza and sharpen your skills for what's next!

Program

Saturday, 20th October 2018 | 11:00 - 18:00

Dogs and Bones .... Vasileiou Christoforos .... Organized by HDA
Legends .... Asimina Brouzou .... Organized by HDA
Bamboo .... Giorgos Konstantinou .... Organized by HDA
Colors .... Konstantinos Sofistis .... Organized by HDA
Race of Gods .... Christos Charisiadis .... Organized by HDA
Η Πόλις Εάλω .... Kaltsoudas Thanasis .... Organized by HDA
Anvil .... Jinxsoft
Grim Era .... Edge of Mythos- Kraniotakis
chemiproject .... Ruben Canton-Vitoria

Sunday, 21st October 2018 | 11:00 - 18:00

Red Crown .... Tsatsanis Thanasis .... Organized by HDA
The Lake of Blood ..... Lymperopoulos Loukas .... Organized by HDA
Beat em Up .... Davazoglou Isidoros .... Organized by HDA
After London .... Sarakakis Alexandros .... Organized by HDA
Race of Gods .... Christos Charisiadis .... Organized by HDA
Η Πόλις Εάλω .... Kaltsoudas Thanasis .... Organized by HDA
Anvil .... Jinxsoft
Grim Era .... Edge of Mythos- Kraniotakis
chemiproject .... Ruben Canton-Vitoria

HDA: Hellenic Designers Association

My game is ready, now what? Basics for UA and monetization in mobile gaming | Kiki Gavriilidou

Sunday, 21st October 2018 | 13:00 - 14:00

Description: This workshop aims to share the basic first steps for mobile gaming developers in terms of marketing. What developers should know before launching their game, how they can make the most out of it in terms of ad monetization and user experience, and how they can leverage the different ad networks to grow their business. Besides, a real case study between RappidStudios, a successful Greek mobile gaming studio, and Chartboost will be presented - the journey to success. In the end, we will share some key advice for UA and monetization for indies developers adjusted to the current mobile gaming trends.

Games for AI and AI for Games | Georgios N. Yannakakis

Sunday, 21st October 2018 | 17:00 - 19:00

Description: The development of algorithms that can play games as well as humans -and sometimes even better than humans- is a traditional challenge for artificial intelligence (AI); There are numerous reasons why we might wish to have sophisticated agents built in our game, such as to be able to test the ability of AI to solve problems that are complex for humans to solve, to equip games with believable AI agents, and to help us test the games we design and develop. AI in games, however, is not only about agents playing games well, or believably. It is also about algorithms that design (parts of) games autonomously or in collaboration with a designer. Furthermore, AI can be used to understand the humans that are involved in the process of designing, testing and ultimately playing games. This workshop is dedicated to the aforementioned core uses of AI in and for games. After an introductory part that explains the background and key techniques used, the workshop will introduce participants ways to use AI for playing games, for generating content, and for modelling players and designers.

This workshop is suitable for industrial game developers, designers, programmers and practitioners, but also for graduate students in games, artificial intelligence, design, human-computer interaction, and computational intelligence.

@ Workshop area

Nordic Games Discovery Contest

(Season III, part of the NGDC 2018-2019 tour)

The legendary Nordic Games Discovery Contest makes a stop in Athens during its 2018-2019 tour, and joins forces with Athens Games Festival 2018.

For those who do not already know what NGDC is about, let us just say it is the path to glory, fame and fortune for up-coming indie game developers. It gives them a shot at getting their game discovered; Just by submitting their game to the contest, a string of experts - publishers, investors, journalists, prominent game designers and other industry profiles - will see their work. If they beat their opponents and rack-up the biggest score, they"ll be declared winner of the qualifying round - and go on to the NGDC Finals at NG19 next May in Malmö!

Saturday 20th October 18:00 - 19:00
@ Main Conference Hall



Battlenet's EXTREME PC's return to the Athens Games Festival for its second edition!

Battlenet is the gaming station chain that redefined the concept of Internet Cafes in Greece, creating entertainment venues that meet the highest standards of Gaming, Sports café and catering.

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AGF People's Choice Award

We love games with all our heart, and we strongly believe in game developers.

This is why this year, with our second edition, we are introducing a brand new contest:
Our very own People's Choice Award!

Game developers participating at AGF exhibition, will compete for pride and glory, but also for our glorious prizes!

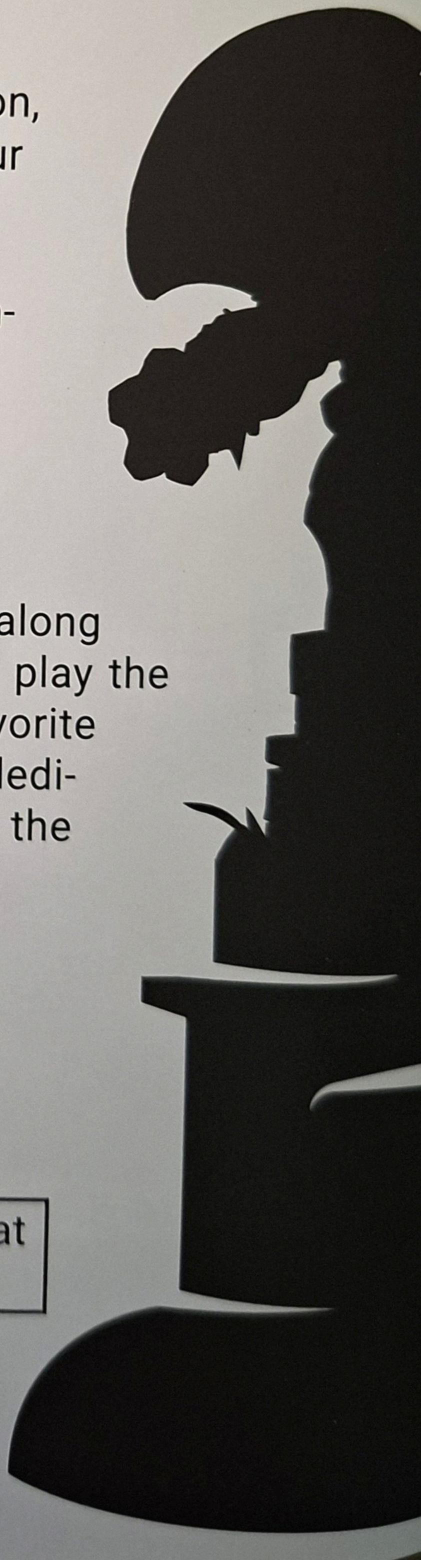
This year each and every single one of the competing game projects are at an exceptionally high level, so contestants will have to be in their best, most creative self to manage to impress the audience and steal the People's vote!

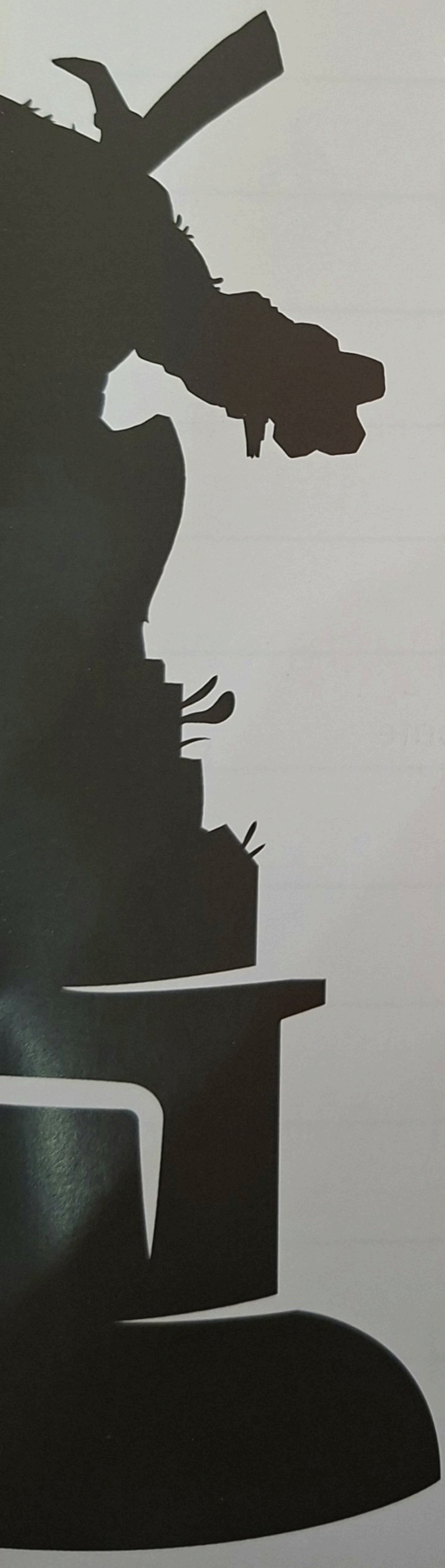
Visitors will each receive a single voting card, along with their accreditation; they will then be able to play the games they want, until they single out their favorite one, and then cast their precious vote into the dedicated ballot box, which is strategically located in the Expo area.

Voting closes at 16.00 on Sunday, October 21.

The grand winner will be announced shortly after, during the Award Ceremony at the Main Hall!

TIP: Follow the gold coins and find the games that are competing!!!





The winner takes it all! Business and pleasure combo

A 12 month subscription for a professional virtual server worth 1276,00€ by Lancom (www.lancom.gr) the first cloud service provider in Greece.

A 3 month participation at Innovathens' Business Accelerator for Creative & Cultural Industries (November 2018-February 2019).

The Business Accelerator includes

- Business and personal skills seminars (management, HR, marketing, public relations, financial management, etc.)
- Personalized mentoring and coaching by gurus, successful entrepreneurs and recognized academics
- Networking with the most creative people in the city
- Pitching in front of entrepreneurs and investors to access funding opportunities
- Networking opportunities for networking events and festivals abroad, as a part of INNOVATHENS' participation in the European program of SMATH (MEDIA).

A Steam Gift Card worth 400 € for the winning team to spend on games and game assets.

Saturday

	lectures to attend	my meetings
11.00 - 12.00		
12.00 - 13.00		
13.00 - 14.00		
14.00 - 15.00		
15.00 - 16.00		
16.00 - 17.00		
17.00 - 18.00		
18.00 - 19.00		

Sunday

	lectures to attend	my meetings
11.00 - 12.00		
12.00 - 13.00		
13.00 - 14.00		
14.00 - 15.00		
15.00 - 16.00		
16.00 - 17.00		
17.00 - 18.00		
18.00 - 19.00		

WHITE NIGHTS CONFERENCE

BUSINESS CONFERENCE
FOR GAME INDUSTRY

Berlin
February 12-13, 2019

CEO Summit Barcelona
May 13-14, 2019

St. Petersburg
June 19-20, 2019

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